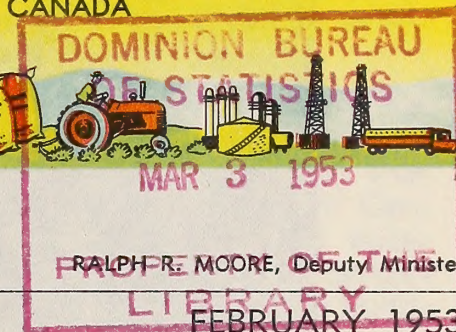


# ALBERTA NEWSLETTER

INDUSTRIAL DEVELOPMENT BOARD OF THE PROVINCE OF ALBERTA

DEPARTMENT OF ECONOMIC AFFAIRS, EDMONTON, ALBERTA CANADA

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HON. A. J. HOOKE, Minister

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RICHARD MARTLAND, Director

## ALBERTA'S TOURIST TRADE - PROSPEROUS and EXPANDING

Every year more than 1,000,000 tourists visit Alberta providing the basis for a rich and steadily expanding tourist industry.

Foremost among the attractions which bring vacationers to the Province are the three national parks of Banff, Jasper and Waterton Lakes.

Banff National Park is the oldest and second largest of Canada's parks. Established in 1885, its area of 2,564 square miles extends from the rolling foothills on the Rocky Mountains to the Continental Divide and includes great mountain ranges, forested valleys, turbulent mountain streams and placid secluded lakes.

North of Banff National Park is Jasper National Park, the largest and most rugged park in Canada. It has an area of 4,200 square miles in the heart of the Rocky Mountains and includes regions of alpine beauty which few have seen.

Waterton Lakes National Park is located in the south-west corner of Alberta along the eastern slope of the Rockies. The park has an area of 204 square miles and adjoins with Glacier National Park in Montana. The two parks form Waterton-Glacier International Peace Park.

In 11 months of 1952, 60,174 cars registered at the Alberta border crossing points, an increase of more than 13 percent from the previous year.

During the same period, 1,012,420 tourists visited Alberta National Parks, the majority going to Banff. The net increase for all National Parks in Alberta was 16 percent, with the parks showing the following increases: Banff, 24 percent; Waterton, 18 percent; and Jasper, 10 percent.

Tourist accommodation during the summer months still is in short supply and excellent opportunities exist for persons wishing to launch a motel or tourist court. There are approximately 1600

tourist cabins in the Province now, an increase of 300 over the 1951 total. Trailer camps and serviced camping sites are also needed in quantity to serve the increasing numbers of tourists who travel in trailers or move with camping equipment. Although the value of Alberta's tourist industry usually is measured in dollars, there are other intangible benefits of tourist trade. Albertans are friendly people, proud of their Province, and the friendly relations they have established with visitors from the United States and the other Provinces of Canada have possibly led to more than a few new businesses and industries for Alberta.

Alberta is fortunate in being a "year-round playground". During the winter, numerous ski resorts in the National Parks draw tourists from all parts of Canada and the United States. The more prominent of these ski resorts are Mount Norquay at Banff, which has a chair-lift, two rope tows and all modern facilities, Sunshine Lodge, near Banff, which is suited for ski holidays of several days duration, and Marmot Basin in the Jasper Park area, a natural winter paradise for skiers.

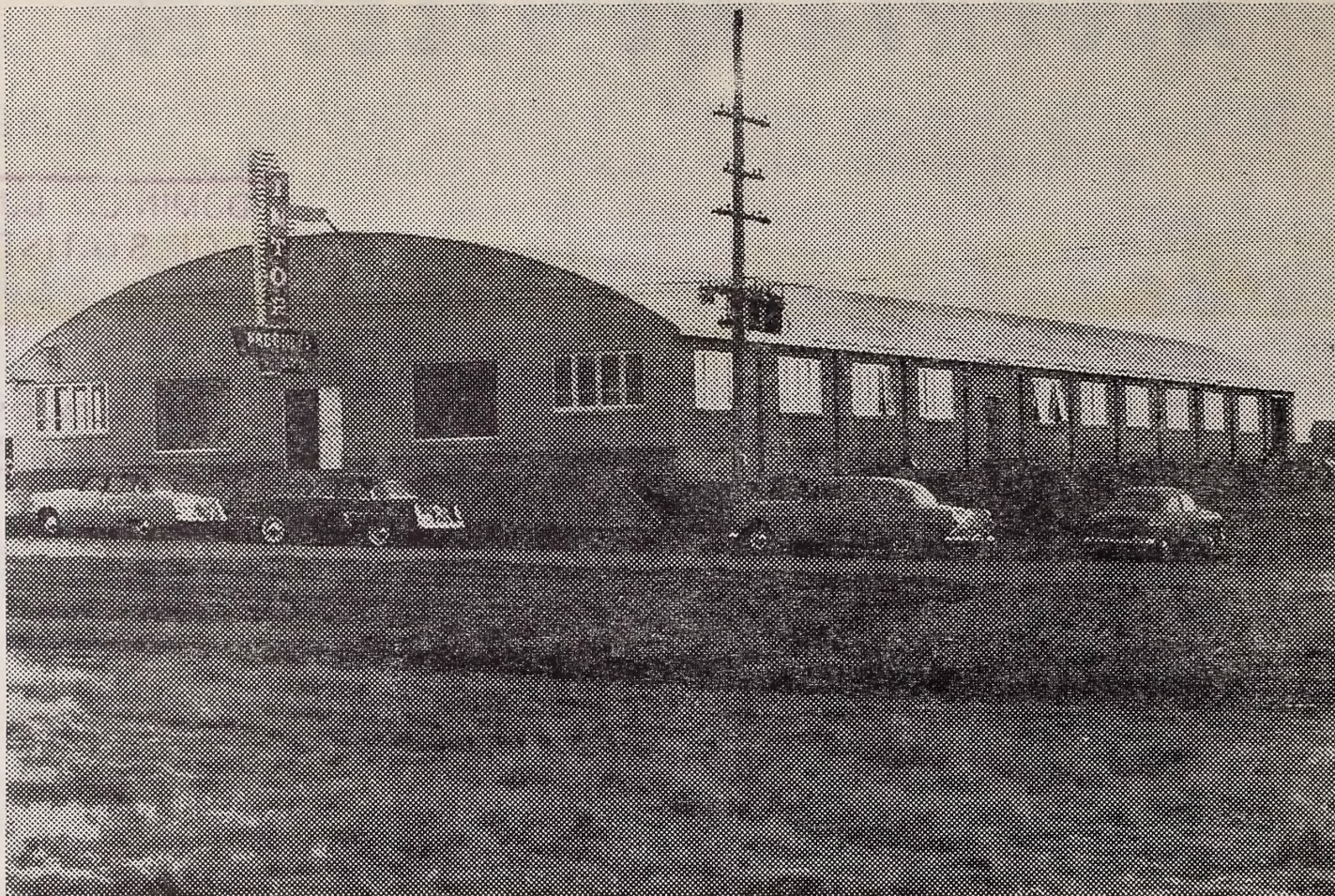
An increase in Alberta's tourist trade is expected during 1953 despite competition from tours in overseas countries and the Coronation ceremonies at London. Tourist officials estimate tourist trade will bring \$30,000,000 worth of business to Alberta this year.

The purpose of the ALBERTA NEWSLETTER is to provide up-to-date information about development and opportunities in Alberta.

In this issue—

Tourist Trade.  
Intor Products Limited.  
Alberta's Fur Resources.  
Survey of Peace River.





**Intor Products Ltd. Plant at Calgary**

Photo by E. W. Cadman, Calgary.

## **ALBERTA INDUSTRIES**

### **Intor Products Limited**

The extensive use of natural gas as fuel in Alberta made the choice of a site for the manufacture of gas heating equipment easy for the directors of Intor Products Ltd.

In addition to this obvious advantage, Alberta's vast resources and the great industrial growth of the Province attracted the company to making a definite decision to establish its headquarters in Alberta. The City of Calgary was chosen as the location for the factory and head office because the Calgary Gas Committee, which approves all gas furnaces installed in the Province, is located there.

Intor Products Ltd. is a publicly financed company which was formed in March, 1952, for the manufacture of light industrial goods. The factory and head office, situated in the new Manchester industrial area of Calgary, was opened last fall.

The company manufactures a type of gas furnace which was developed and manufactured by Flash Heat (Alberta) Limited until all rights were taken over by Intor. The furnace embodies a new heat transference unit which applies proved engineering principles to the extraction of heat from combustion gases in a forced air furnace. This unit

provides a greater heat transference area within the furnace and a greater heat efficiency, at the same time allowing the furnace to be smaller. The company's furnaces operate on natural gas, liquified petroleum and other manufactured gas. Intor Products also has developed and is manufacturing a complete line of gravity furnaces operating on gas fuels.

Intor's plant is a modern factory, utilizing power machinery of the latest design wherever possible. This machinery is arranged in a production line and employees work in safety and comfort. The plant's facilities are flexible and can be adapted to produce a variety of metal goods.

The parts of the furnaces are formed of sheet steel and aluminum, which are cut and shaped by shears, rollers, brakes and presses, and then welded together. Burners, designed by Intor engineers and made in Calgary, controls, and fan assemblies are installed and the completed furnaces painted in a choice of four colors or a two-color combination. Rigid inspection controls each step of construction and the finished units are tested before sale.

Demand for the company's product has been encouraging. During the four months of 1952 that the company operated, the sales force grew from one to four. This year eight salesmen will be on the road.



## FURS

Since the pioneer days of the great trading companies, fur has played an important part in the economic development of Alberta. It was the early traders who first saw the unspoiled wilderness of the Athabasca and Peace Rivers and their pallisaded forts became the first white settlements within the Province.

Today there are numerous other industries which show a greater annual income, but fur still ranks as an important basic industry, particularly in the northern wilderness. Trappers, fur ranchers, dealers, manufacturers and furriers all play a vital role in the development of this natural resource.

During the 1950-51 season, a total of 1,882,117 pelts were sold for \$5,280,952. This included 139,444 ranch-raised pelts valued at \$2,749,974, and 1,742,673 wild fur pelts valued at \$2,530,978.

In wild fur production, mink has the greatest value, with pelts averaging \$33.42, with wolverine ranking second at \$32.31. The latter fur is invaluable in the making of parkas because of the frost resistant quality of the hair. Alberta's production of squirrels has always been of considerable importance and for several years the Province led the rest of Canada in total squirrel pelt production. In the 1950-51 season alone, more than 1,165,200 of these tiny pelts were obtained in Alberta.

Other pelts taken in the Province include: beaver, badger, ermine, silver, red, cross, white and blue fox, lynx, marten, muskrat, otter, jack and bush rabbit, skunk, coyote, and timber wolf. Most of these furs are exported to the United States or eastern Canada, while local manufacturers account for a small number for trimming, repairs, and small scale manufacturing.

At present there are 2,797 registered trap lines in the Province, covering most of the unpopulated areas of Alberta. Many of the trappers are Indians and Metis who have been given assistance in setting up their own trap lines and provide a steady income for the northern families. Others are homesteaders and farmers who are permitted to hold a small trap line in their neighborhood as a sideline.

There are a total of 346 fur dealers who are residents of Alberta and another four who do not live in the Province but hold permits to buy raw furs from Alberta trappers. These dealers purchase raw furs directly from the trapper and handle the main export to the United States and eastern Canada.

A total of 42 furriers are in operation in Alberta, including 23 in Edmonton, 15 in Calgary, and four in Lethbridge. The majority of these businesses are engaged only in the retail sale, custom-tailoring, and repair of fur coats, jackets and other fur pieces. A few businesses such as the Hudson's Bay Company are engaged in both the raw fur production and retail sale while others only operate a retail fur department in their clothing businesses.

The following is a list of the common wild furs trapped in Alberta and their importance on the fur market.

**MINK**—This small member of the weasel family usually lives in the banks and streams. The average animal is from 10 to 15 inches long with a tail of six to eight inches. These animals are among the most successful fur bearers to be raised commercially on ranches, where cross breeding has developed many shades of pelts.

**BEAVER**—At one time this was the staple fur during the early trading days of western Canada. The pelt of this animal became so important that the beaver became the symbolical animal of Canada. The beaver is a water animal and today receives protection from the government in certain areas because of its invaluable work in dam building and water conservation.

**MUSKRAT**—Of all the fur bearing animals the muskrat is the most easily farmed. However, little attempt has been made in Alberta because of the large wild population. The fur resembles beaver but is much smaller in size.

**SKUNK**—The fur of this animal is classified as one of the best in the trade. The highest grade pelt is from 12 to 18 inches long, with a bushy tail as long as the body.

**LYNX**—This animal is the best fur bearer of the feline family. The best fur is pepper and salt gray or fawn cream in color and averages 18 inches in depth. A full-grown animal measures between three and four feet in length and often weighs over 20 pounds. The belly fur is used for trimming while the rest is used in fur coats.

**BADGER**—The fur is a yellowish gray with overhairs of light brown and drab, and white at the tip. The pelt is used in coats and is popular for the depth and downiness of the under-fur.

**WOLVERINE, COYOTE AND TIMBER WOLF**—The pelts of these animals are used mainly in trimming coats and parkas. Wolverine is an expensive fur because of its frost-resistant qualities, while the others command a low price.

**FOX, SQUIRREL AND RABBIT**—These pelts are the most common varieties used in medium ranged coats and wraps. There are numerous varieties of fox, while squirrel and rabbit appear under numerous trade names.

**ERMINE**—This animal is a member of the weasel family and named ermine for its winter coat of white.

**OTTER**—The land variety is about three feet or more in length and has a heavy rich fur. The undyed pelt is a deep, shiny brown, almost black color, with a protective covering of rough overhairs.

**MARTEN**—This animal is a member of the weasel family. It is larger than the mink and has more resemblance to a fox. The fur is considered to be among the most beautiful in the world.

The success or failure of Alberta's fur farm industry is largely dependent upon the fickle fancy of Dame Fashion. Fortunately for the more than 1,000 fur ranchers in the Province, the finger of Fashion points with pride to Canadian furs, for



their dense beauty and practicability cannot be surpassed anywhere.

There are certain salient features which have been conducive to making Alberta one of the top fur producers in Canada. The abundance of sunlight, together with ample feed supplies promotes normal, healthy growth, and the rigorous climate is certainly a factor in promoting the thick fur which has won fame for Alberta pelts.

Fur-bearing animals being successfully raised on Alberta fur farms, in order of their popularity, are mink, chinchilla, fox, marten, fisher, nutria, fitch and rabbits. At the present time, the number of mink raised far exceeds the total number of all other types of fur bearers.

There are approximately 1,000 mink ranches in the Province, producing a total of 221,643 mink of all types. Of this total 143,492 comprised the pelt crop during the past year. The average production for the Province was 2.9.

Mink ranches are concentrated in certain geographic areas, principally those adjoining convenient sources of feed supplies. Locations such as Lesser Slave Lake, Lac La Biche and Cold Lake provide sufficient inland fish to meet ranching requirements in those particular areas. Other ranchers within the proximity of Edmonton, Calgary, Lethbridge and Medicine Hat rely on horse-meat as their main source of feed supply where processing plants are conveniently located for this purpose.

Mink is raised in the Province in a wide variety of types and color mutations. The standard mink, ranging from extra dark to dark brown in color, originates from the wild mink, native to this continent. Through careful selection and scientific breeding methods as well as an abundance of well balanced rations, the Alberta rancher has been able to improve size, color and texture.

The standard mink is the back bone of all mutations. Mutation is a freak, or a change in color. This occurs perhaps once in 50,000 offspring, and is an event over which man has no control. Mutations can be divided into two classes—the recessive mink which is one whose color characteristics may be hidden in a mink of different color, and the dominant mutations which have the power to transmit their fur color in the offspring.

By combining the various recessives and dominants, fur ranchers have evolved blended mutations, such as the Breath of Spring silverblue, sapphire, pastel, Aleutian and mist of gold.

Some of the varieties to be found on Alberta fur farms in the recessive mutation line are silverblue mink, Imperial Platinum, pastel types, recessive white, Aleutian, Mist of Gold and Amber Gold. Those mink of dominant mutation raised in the Province include Black Cross, Royal Silver, Silver Sable, Ebony Blue and Dominant White. Of the man-made or blended mutations are the Stewart variations—Stewart Platinum, Pastel, Sapphire, Aleutian and Mist of Gold. Other blended mutations raised in Alberta are Sapphire, Topaz, Blue Cross, Glacier Blue, Blue Iris and Eric.

With the development of any new mutants, a new series of varying mutations can be started by applying these to already existing mutations. Because of this variation of natural color, mink furs from Alberta have become easily adapted to various style changes, and are the number one fur today. The diversification of color and improvement in quality was possible only with the ranching of mink and controlled breeding, and is largely responsible for the crest of popularity on which mink has been riding for the past five years.

Standard mink raised in the year ending August 31, 1952, were valued at \$1,806,240 or an average of \$16 a pelt. Mutation mink were worth \$25 a pelt.

Silver fox, the most popular type of ranch raised fox, was valued at \$58,152 or \$12 a pelt for the same period.

Alberta fur farmers co-operate with each other in the best interests of the industry. Several years ago, they formed a Provincial Fur Breeders' Association, to act as a parent body and to formulate all policies dealing with the fur industry within the Province. Various districts now have their own local associations which handle matters pertaining to their own immediate areas, and send delegates to the Provincial Association.

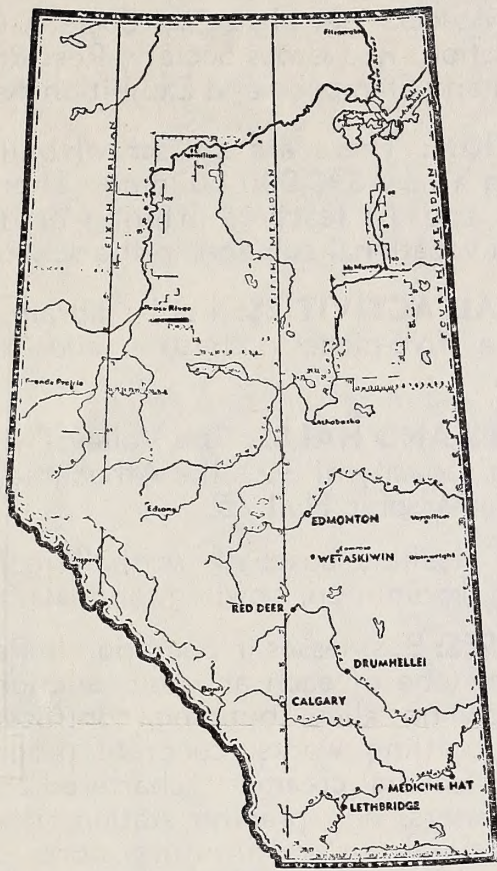
In 1950, the Provincial Fur Breeders' Association, with the assistance of the Provincial Department of Agriculture, organized a Mink Distemper Vaccine Assistance Plan, the first of its kind in Canada. Under a system of contribution by each fur ranch, participating fur farmers could obtain free vaccine in case of an outbreak of distemper. Distemper has always been a main source of worry to the fur farmer, but the assured supply of vaccine under the assistance plan has done much towards checking the disease in many areas throughout the Province.

In 1948 there were approximately 1,800 licensed fur breeders in the Province. Although there has been a general decline in numbers since then, the now slightly more than 1,000 fur farmers in Alberta have been producing an increased number of pelts. The quality of pelts produced in Alberta has also shown a marked improvement.

While Alberta has only one Auction House, which is hardly ample to handle the tremendous volume of some one-quarter million mink pelts produced over and above the trade in wild caught furs, ranchers have little trouble marketing their pelts. Representatives of the leading Auction Houses in the country are located at main centres to divert ranch raised pelts to their respective trade channels.

Today, Alberta fur farmers produce every known type of mutation mink, including new types that had their origin in the Province. During the past year well over 1,000 breeder mink were exported from Alberta. Those figures will probably be doubled this year. Mink breeding stock are exported to the United States, Denmark, Sweden and England, and the rising demand for Alberta ranch raised mink is an excellent barometer of the quality produced and the success of the fur industry in this Province.





## TOWN OF PEACE RIVER

**LOCATION:** East bank of the Peace River, 317 miles northwest of Edmonton on the Northern Alberta Railway, and 330 miles by road on Highway No. 2. Air distance is 244 miles.

**POPULATION:** 1,677.

**ALTITUDE:** 1,103 feet.

**TEMPERATURE:** Average summer, 57 degrees; average winter, 17 degrees; annual average, 34 degrees.

**RAINFALL:** Annual rainfall, 12.7 inches; annual snowfall, 4.8 inches; total annual precipitation, 17.5 inches.

**GEOLOGY:** The town is on bedrock of the Lower Cretaceous Age (St. John and Peace River formations). The St. John formation overlies the Peace River formation and is composed of dark grey shales with some ironstone bands and concretions. The Peace River formation near the town consists of massive sandstone which contains some good quality silica sands.

**SOIL:** Peace River is in a transition soil zone. A profile shows the soil is generally quite mixed, ranging from nearly black to gray. The surface consists of a thin layer of semi-decomposed litter which may be absent in burned over areas. This is underlain by a mineral layer that can usually be divided into two parts—the upper which may be black, gray black or dark brown soil, and the lower part which is usually leached of organic matter and considerably grayer than the upper layer. The total depth of these surface horizons averages from 10 to 12 inches. The next horizons are generally dark brown, with lime being found at depths of about 30 to 40 inches. The vegetation is mainly woodland in which tree

growth is frequently dense and has many evergreens. The soil is usually not so rich as the blacker zones, and a system of mixed farming that includes legumes in crop rotations is generally used.

**HISTORY:** The Town of Peace River is named after the Peace River on whose shore the town is located. Two miles upstream is the fork of the Peace and the Smoky Rivers. The town had its beginning in 1792, when Fort of the Forks was established about eight miles upstream by the North West Company. The Peace River was an important route of the early fur traders and gained considerable importance during the nineteenth century. In addition to Fort of the Forks, another post was built by the same company near the present town of Peace River.

Peace River was first visited by a missionary in 1846, with a permanent residence being established in 1916 by Rev. C. Deman, O.M.I. Shaftsbury Settlement, a short distance upriver from the present town, was the site of the first mission and farm built by Rev. J. Gough Brick in 1888. A sample of wheat from this farm took first prize at the International Seed Exhibition at Chicago in 1896. The first church in the present town was built in 1911 by ten Anglican families.

The townsite was surveyed in 1909, and the railroad reached Peace River in 1915. The first school was opened in 1912 with 19 pupils registered, while the first hospital was opened two years later.

The village of Peace River Crossing was organized on June 2, 1914, with George E. McLeod elected as mayor. The name was changed to Peace River on May 22, 1916 and incorporated as a town on December 1, 1919.

**LIVING CONDITIONS:** The climate is very moderate considering the latitude. Winters are subject to low temperatures, but are modified by the Chinook winds that frequently blow through the mountain passes from the Pacific.

For sportsmen there are goldeye and ling in the Peace River and excellent hunting for ducks, geese and upland game birds. Within a short driving distance are bushlands for hunting moose and deer, and lakes where trout, pike, pickerel and whitefish abound.

About 90 percent of the town's population consists of British, eastern Canadian and American stock, with the balance made up mainly of Scandinavian and continental European stock. The average rental for a five-room cottage is \$40 per month.

**ADMINISTRATION:** The town is governed by a mayor and six councillors. The mayor is elected for a two-year term, while two councillors are elected each year for a three-year term. A secretary-treasurer administers the town's affairs according to the policy set by the council.

**LAW ENFORCEMENT:** The town is policed by one constable of the Royal Canadian Mounted Police. Peace River is also sub-division headquarters for the R.C.M.P. In addition there is one resident



police magistrate, two justices of the peace, a superior court and district court, clerk of the court, and sheriff.

**FIRE PROTECTION:** There is a volunteer fire brigade of 17 members including the chief. Equipment includes a three-ton fire truck, a hose truck, 20,000 gallon reservoir at the fire station, 16 hydrants and booster pump.

**TAX STRUCTURE:** The mill rate is 70 mills, which is made up of 32 mills for municipal, 30 mills for school, and eight mills for hospital use.

**AREAS:** Peace River covers 303 acres and has 40 acres of streets and lanes, 23 acres of parks and playgrounds. It has 13 miles of roads, and 6.5 miles of sidewalks.

**POWER:** Three phase 60 cycle electric power is supplied by Northland Utilities Ltd. from diesel-electric plants.

**WATER:** Water is obtained from the river and is pumped into a 50,000-gallon concrete reservoir.

**FUEL:** Propane gas is sold at \$7.50 per 100-pound cylinder or \$3 for 20-pound cylinders. Diesel fuel sells for 20.8 cents a gallon for domestic use, while coal costs from \$10 to \$15.25 a ton.

**RESOURCES:** Grain and agricultural products, lumber, oil, natural gas, glass and common sand, clay for brick making.

**HEALTH SERVICES:** There is a municipal hospital with an official capacity of 37 beds and nine bassinets, staffed by one matron, nine graduate nurses and two nurses' aides. There are also three private practicing physicians, two dentists, one chiropractor, one optometrist and two drug stores.

**TRANSPORTATION:** Served by Northern Alberta Railway, Highway No. 2 to Edmonton, regular Canadian Pacific Airlines' flights and charter flights of Associated Airways and Western Air-motive and regular service from Canadian Coachways bus. There are also three taxi companies operating a total of four cabs.

**COMMUNICATIONS:** Alberta Government. Telephones, Federal Government Telegraphs, N.A.R. telegraph, post office, weekly newspaper The Peace River Record-Gazette.

**FINANCIAL FACILITIES:** Alberta Government Treasury Branch, and Canadian Bank of Commerce.

**HOTELS AND TOURIST CAMPS:** The McNamara, The Richland and The Victory Hotels, rates \$1 and up; Bluebird and Earl's Motel, rates \$3 and up.

**CHURCHES:** Anglican, Baptist, Evangelical, Lutheran, Roman Catholic, Salvation Army, and United.

**LODGES, CLUBS AND SOCIETIES:** Elks, Masons, Canadian Legion, Chamber of Commerce, I.O. D.E., Kinsmen, Athletic Association, Fish and

Game Association, Historical Society, Oldtimers' Association, Red Cross Society, Rest Room Association and Stampede and Exhibition Association.

**EDUCATION:** There are six school buildings, including a new \$90,000 building. There are 480 pupils, and 16 teachers offering grades one to 12 and vocational subjects in the school division.

**CULTURAL ACTIVITIES:** Public library, dramatic club, a five-piece orchestra, and handicrafts centre.

**THEATRES AND HALLS:** The Valley Theatre has a seating capacity of 300, the Athabasca Hall 600, and the Masonic Hall 75.

**SPORTS:** Hockey, baseball, softball, golf, tennis, curling, badminton, bowling, and skating.

**BUSINESSES:** Businesses in operation in Peace River include: (one of each) abattoir, auctioneer, bakery, bowling alley, building contractor, blacksmith, bottling works, concrete products, cold storage lockers, creamery, chartered accountant, dry cleaners, egg grading station, florist, flour mill, funeral parlor, furniture store, upholstery store, grain elevator, hatchery, honey producer, leather manufacturer, laundry, livestock buyer, luggage store, milk distributor, photographer, plumber, pool room, printer, sewing machine repair agent, shoe repairs, shoe store, sign painter, sash and door factory, tailor, theatre, tinsmith, variety store, woodworking shop; (two of each) auto parts stores, banks, barbers, building supplies, cartage delivery, men's clothing stores, coal dealers, dentists, drug stores, jewellers, lumber yards, needlecraft shops, oil distributors, painters and decorators, propane gas agents; (three of each) beauty parlors, women and children's clothing stores, doctors, electrical stores, electrical contractors, fur buyers, hotels; (more than three) building contractors 5, garages and service stations 6, general stores 6, grocery stores 5, hardware stores 5, farm implement dealers 6, insurance and real estate firms 5, law offices 4, oil drilling companies 8, restaurants 4.

**INDUSTRIAL DEVELOPMENT:** There are excellent sites available for a wide variety of industry. There is natural gas and all utilities necessary, as well as sites on railway or river frontage.

#### FURTHER INFORMATION

More details on Peace River can be obtained from:

Secretary,  
Town of Peace River.

or  
Director of Industrial Development,  
Department of Economic Affairs,  
Legislative Building,  
Edmonton.